

ROD BRISTOL BIOGRAPHY

Rod Bristol is a Certified Franchise Executive and a Director with Profit Soup, a contemporary financial training company. He specializes in teaching franchise executives, franchisees, consultants, and emerging entrepreneurs how to master the numbers side of a business and make better financial decisions.

Rod's unique approach focuses on the business owner, not on academic accounting concepts. His audience learns to make smart decisions that maximize profits and cash flow and helps new franchisees hit the ground running, winning the race to profit before their cash runs out.

He is a sought-after convention speaker and is a master financial trainer and has presented programs to business owners throughout the US and Canada, Puerto Rico, India, the Philippines, Kuala Lumpur, Singapore, Australia and New Zealand. Rod has a well-earned reputation for making complex financial topics clear and fun to learn.

Rod began his career as an investment banker doing mergers and acquisitions in Seattle and then purchased Sudden Printing in 1984. Rod grew the company to \$5 million in revenue, 19 branches and had the good fortune to sell his company in 2007.

Rod was a Washington State Delegate to the White House Conference on Small Business, Governor appointee and Chair of the Washington State Economic Development Finance Authority, and Chair of the Washington State Small Business Improvement Council, and has served on the Board of Directors of numerous nonprofit organizations.

He and his wife Debbie are celebrating their 50th anniversary in 2024.